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## **China - Peoples Republic of**

### **Exporter Guide**

#### **2016 Exporter Guide to China**

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**Report Highlights:**

This report is meant to provide practical tips to U.S. agricultural, forest and fishery companies on how to conduct business in China. The report includes local business practices and a general review of consumer preferences, food standards and regulations, and import and inspection procedures. The report also provides best prospects, with a focus on high-value, consumer-oriented goods.

**Post:**

Shenyang ATO

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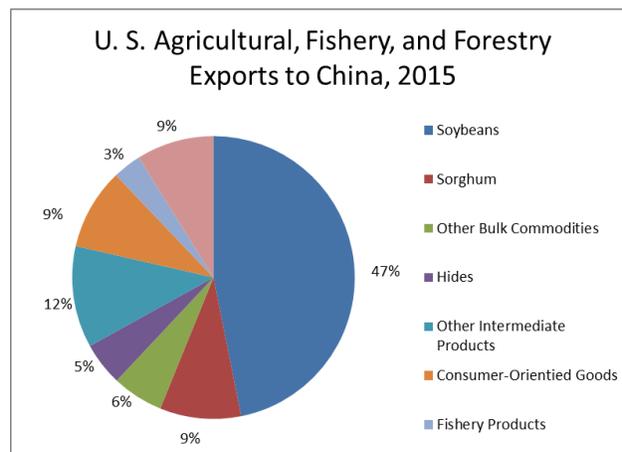
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## I. Market Overview

China's increasing wealth continues to drive consumption of high-value food and beverages, but slowing economic performance and an oversupply of corn have reduced demand for most major bulk and intermediate commodities.

Imports of U.S. consumer-oriented agricultural products enjoyed a rebound in 2016, with China importing \$2.9 billion for the first 11 months of the year, a 35 percent increase for the same period in 2015. Combined with the weakened RMB and unresolved market access issues for U.S. beef and poultry meat, sales of U.S. consumer-oriented goods have not yet returned to their highs in 2013.

China's imports of consumer-oriented products have already reached an all-time record high of \$30.1 billion for the first 11 months of 2016. Consumer-ready products now make up a full 26 percent of China's food, forestry and fishery product imports. The United States is China's number one supplier of agricultural, fishery, and forestry products and in the first 11 months of 2016 has risen to second place behind New Zealand, as the second largest provider of consumer-ready products. Thailand and Australia are China's third- and fourth-largest suppliers of consumer-ready products.



### China's Imports of Agricultural, Fishery & Forestry Products

Year	Imports from the World (\$ Million)	Imports from the USA (\$ Million)	U.S. Market Share
2013	140,383	28,813	20.5%
2014	146,621	31,317	21.4%
2015	135,583	26,595	19.6%
2015: Jan-Nov	123,009	22,814	18.5%
2016: Jan-Nov	116,911	21,133	18.1%

### China's Imports of Consumer-oriented Agricultural Products

Year	Imports from the World (\$ Million)	Imports from the USA (\$ Million)	U.S. Market Share
2013	25,378	3,158	12.4%
2014	28,902	2,977	10.3%
2015	29,928	2,472	8.3%
2015: Jan-Nov	26,912	2,173	8.1%
2016: Jan-Nov	30,930	2,944	9.5%

Source: Global Trade Atlas

Exports of U.S. products are expected to remain steady in 2017 as demand for consumer-oriented goods will continue to grow. Imported food demand in China remains supported by growing urban populations, rising disposable incomes, an innate thirst for foreign luxuries, and a continuing public outcry for improved food safety.

- China accounts for 19% of the world's population but only 11% of the world's arable land, and government officials estimated 40% of the arable land is degraded with 20% beyond remediation.
- China urbanizes roughly 20 million residents per year, immediately creating new consumers, yet it still has a long way to go with 45% of the population still rural, generally surviving as subsistence farmers. Urban dwellers spend 2.1 times more on food than rural dwellers. China has also shifted from a one-child policy to a two-child policy.
- Penetration of imported foods in urban areas has substantial room for growth. At the end of 2014, China had 42 cities with metropolitan populations of at least two million. According to the EIU, urbanites within these 42 cities earning more than 50,000 RMB (at constant 2005 prices) – roughly considered middle class – should nearly double from 33 million in 2015 to 62 million in 2020. As a share of the population, this group will grow from 8.8% to 15.8% and can be considered a rough approximation of the target consumer for many imported goods.

## **1. Current Trends**

- Consumers are demanding and willing to pay more for fresher, more nutritious and convenient products.
- Consumers, shopping malls, and high-end hotels are looking to enjoy or provide new food experiences, such as food festivals, exotic locales, and elaborate presentations.
- Consumers in their 30s and 40s are now looking to enjoy red wine with their evening meal. Drinking red wine is increasingly viewed as upscale compared to beer and as a healthier alternative to traditional Chinese spirits.
- Younger consumers are increasingly visiting coffee shops, cafes, and western-style pubs. Pubs offering draft beers and microbrews are becoming very popular. The college set is also willing to pay as much \$10 to enjoy a latte and a slice of cake or Asian style ice cream served with fruit, tapioca pearls and sweetened beans. Once a rarity, such shops can be found with ease in just about any city in China.
- Over 650 million consumers and businessmen alike are also now monthly active users of WeChat, using the platform to not only communicate and share experiences but also get information and make purchases.
- On-line shopping has changed consumption habits. Previously unreachable, Chinese in remote areas now enjoy ordering imported products from their mobile phones.
- China's food service sector is recovering and evolving since suffering a strong setback in 2013-14, with a number of restaurateurs having changed their focus from government officials to young, affluent consumers, favoring an expansion of international restaurants over more traditional Chinese.

- Food service delivery is becoming increasingly popular.

## 2. Advantages and Challenges of the China Market

U.S. Advantages	U.S. Challenges
Extensive U.S. resources in China, including five U.S. Agricultural Trade Offices and more than 30 USDA Cooperators with local representation.	Aspiring U.S. exporters often lack Chinese language skills, an understanding of Chinese business culture, and critical Chinese social media communication tools.
China Advantages	China Challenges
China’s increasing purchasing power allows a growing number of urban consumers, including those outside Beijing and Shanghai, to afford imported goods.	China’s ever-slowing economy.
China has 770 million urban residents, 688million internet users, and 680 million connected via WeChat.	
Urbanization of subsistence farmers will continue to increase the number of marketplace consumers.	
China’s food safety scandals allow imported foods to carry a premium price tag.	Decreasing value of the RMB makes U.S. goods more expensive on the domestic market.
Many Chinese consumers remain price sensitive. Note: China’s 80 <sup>th</sup> percentile of annual per capita urban disposable income is still <\$10,000.	Chinese consumers seek out international experiences and dually enjoy sharing them to earn “face”.
Chinese consumers maintain widespread fear of GMOs.	China’s online retail sector has opened channels for imported products to reach remote locations where such products are not available in brick-and-mortar stores.
China’s market access barriers preclude a number of U.S. products from gaining entry and frequently threaten closure to existing trade flows.	China’s pilot “cross-border” e-commerce platforms offer lower taxes and import duties
	China’s Free Trade Agreements with U.S. competitors’ hurts U.S. price competitiveness and directs Chinese buyer attention away from the United States.
	China’s “One Belt, One Road” initiative prioritizes closer trade with Europe and Asia over the Americas.
China’s cold chain still has a number of breaks and geographic limitations. China’s spoilage rate for fruit and vegetables is 25%, seafood – 12%, and meat – 15% (versus 5% for all products in Europe and the United States).	China’s complicated, numerous, and ever-changing sanitary and technical regulations, including extensive new laws governing food safety and advertising in 2015 and 2016.

## II. Exporter Business Tips

### 1. Market Preferences

## A. Consumer Preferences

Food consumption patterns in China have changed significantly as living standards have risen. More consumers are exposed to a greater diversity of choice, both locally and in travel abroad. Chinese consumers are becoming increasingly discerning and more are seeking the following qualities when making purchases:

- **Food safety:** Consumer skepticism regarding domestic food safety remains high as local and regional food hygiene scandals continue to be uncovered. Imported food, especially U.S. product, is increasingly popular as the effectiveness of the U.S. food safety system is well recognized.
- **Nutritional value:** Be it Beijing or Qiqihar, Chinese television stations, newspapers and electronic media produce more ads regarding the health benefits of food and beverages than virtually any other sector.
- **Attractive packaging:** Chinese consumers are easily attracted by exquisite packaging and will often pay for it regardless of the contents.

**Branding:** National and provincial policies are putting a premium on branding. The goal is to create a positive reputation nationally and internationally as well as to address the proliferation of fly-by-night companies with their small returns to scale. Similarly, consumers want trusted brands as they are perceived to be safer and more reliable. Even distillers and dumpling houses are now touting their histories back to the Qing Dynasty.

- **International:** Consumers equate imported products and experiences with a better lifestyle.
- **Convenience:** Sales of ready-to-eat snacks, beverages, noodles, and dumplings are exploding. Thirty years ago, stores carried 30 varieties of pumpkin and watermelon seeds, now they carry a hundred varieties of potato chips, roasted peanuts, and fish or pork jerky.
- **Prestige:** Consumers are purchasing product not just for themselves but also to regift. Any food, from Boston lobster to beef jerky, from premium wine to a six-pack of beer, can be a potential choice if it is well packaged in gift presentation boxes.
- **Bright Packaging that Reflects U.S.-Origin:** If packaged with distinctive labels, be they red and gold colors (the Chinese colors for wealth and prosperity) or the classic colors of the American flag, Chinese consumers will gravitate to purchase a product they have never seen before. Other pluses for a strong label include printing the phrase in large font, “Made in USA” or “Made from Georgia Peaches.” Also, some of the packaging should be transparent in order to allow the consumer to personally inspect the product for size, quality and shape.

## B. Cultural Preferences

While increasingly relying on the internet to get news and reviews, most Chinese still prefer word of mouth before trying a new product, dish or restaurant. Trying new products, especially with technology not commonly available in the home, such as ovens, is still uncommon. To the Chinese, food is culture, not just entrees. Thus, to select a new dish (be it to cook at home or offer at a restaurant), it must fit with the rest of the meal and be compatible with the home owner's cooking facilities.

Also, the Chinese prefer to entertain in large groups. The common seating setting in a middle- to high-end restaurant is four, eight, and even twelve. As the Chinese care strongly about "face," a concept which involves giving and receiving honor, they want to feel confident that the meal they are hosting is satisfying and premium.

Gifting imported products, especially elaborately packaged products that contain individually wrapped individual portions, is a popular and often-used way for Chinese to "give face." Many gifts are given with the expectation that their contents will be re-gifted, such as to office staff, colleagues, or important contacts. Presenting expensive or high-quality gifts shows the giver's respect to the recipient and his willingness to help his contact gain face with other business partners.

The two months prior to major holidays, such as Lonely Hearts Day on November 11 and Lunar New Year (sometime in late January or early February) are a good time to promote imported food products as gifts.

### **2. Tips to Deal with Chinese Buyers and Traders**

- If at all possible, be introduced by a common party. Cold calls from unknown persons can be extremely difficult and it will take a long time to establish trust and respect.
- Carry your business card (*míng piàn*) with your name and company information in Chinese and English wherever you go. Even casual meetings begin with an exchange of business cards. Failure to provide yours creates awkwardness. Remember to offer your business card with both hands. Also, take a moment to read the card given to you by your Chinese contact. This shows respect and gives both parties more time to recognize and connect with one another.
- Chinese traffic patterns are often unpredictable due to heavy construction so budget ample travel time in order to be punctual at meetings. A three-mile drive may often take 30 minutes. Check with your hotel or local staff before committing to appointment times.
- The Chinese are keenly aware that standards, preferences, logistics, and regulations are quite different between countries. In China business professionals are often a little skeptical when meeting another company for the first time. Thus, the basic expectation of the first meeting is not to make a sale but to determine reliability and a good fit. They are looking to build a long-term relationship. Since U.S. and Chinese consumer preferences are so different, taking this extra time to get to know your buyer will reap rich rewards.
- Also, Chinese firms, especially ones new to importing, commonly request initial price quotes for very large orders. Don't get excited. This is asked in the belief that if a company can execute a

large first order, then it must be reliable. Instead, take the request for an “order for 20 containers” with a grain of salt and simultaneously offer a single-container quote.

- Take the time to meet with your buyer and potential business partner outside of the exhibition hall. Share meals or an evening of karaoke. This will help to warm the relationship and help you get better acquainted with other key players in the firm.
- Learn some simple phrases of Chinese, such as *nǐ hǎo* (hello), *zǎo shàng hǎo* (good morning), *fei chang hǎo* (wonderful) etc.
- Hold back frustration if a business negotiation is not running smoothly. Losing one’s temper causes both parties to “lose face.”
- Speak with counterparts in short, simple, and jargon-free sentences. Pause after two sentences to let the interpreter translate and pause again to let the Chinese respond.
- Be aware of the timing of Chinese holidays. Many of these days follow the cycle of the lunar calendar and hence their dates may vary. Major holidays include: Chinese Lunar New Year (varies each year from between mid-January to mid-February), Qing Ming or Tomb Sweeping Day (usually one day in early April); May Day (May 1) which is celebrated for several days; Moon Festival (sometime in September) which is celebrated for a day; and Golden Week (the first week of October to celebrate the founding of the Republic of China). During those time periods, business usually slows down as people take vacations and visit family, so avoid trying to arrange business meetings on or near them.
- Have a local interpreter available to assist with business meetings. Try to find a locally-recommended interpreter who speaks the local dialect. China has many local dialects and not everyone speaks Mandarin well.
- Be prepared that many Chinese buyers will ask for exclusivity deals or marketing support.
- Set up a WeChat account on your smart phone and know how to use it. Promising contacts will often prefer to connect via WeChat then by email. Its China’s equivalent to Facebook and email rolled into one private application. Have your phone ready to scan your contact’s QR code which is his/her account’s unique logo. Most Chinese business professionals use WeChat as their primary method of communication.

### **3. Market Entry Tips**

- Conduct market research. First, consider what your company’s objectives are and carefully research the target market before developing a formal business plan. It may be more effective to market just one or two commodities rather than the entire range. Discuss the strategy with a

local representative who understands the local market and economic conditions. Take advantage of free market research reports, intelligence e-newsletters and periodic FAS China reports to stay current on the latest commodity and regional trends.

- Visit the market. Travel to China is highly recommended to evaluate partnerships, build up connections with industry professionals, and identify new opportunities and potential obstacles. This will help you also better realize what consumer preferences are and the style and pace of establishing connections. For example, Chinese prefer meat still attached to the bone; do not have the custom of eating sweets after the meal; and eat their beans sweet instead of savory. Similarly, meetings may include entire teams rather than just one sales representative.
- Participate in a trade show: Time your trip during a professional trade show, of which there are several to choose from. Contact the ATOs for a full list of upcoming shows in the area. You may also exhibit in the USA Pavilion of the three USDA-endorsed international food and beverage shows in China, including Food & Hospitality China (FHC) in Shanghai every November, SIAL-China in Shanghai every May, and the China Food & Drinks Fair in Chengdu every March. If you attend a trade show, do not expect everyone to come to you. Make time to walk the show yourself but ensure your booth is covered to ensure promising leads are not lost and your items, including brochures and samples, are not stolen.
- Find a local partner or distributor. For smaller companies without the resources to directly market their products in China, a good distributor is critical to success. In China, in-market contacts are often more important than product and price. China's market channels are rapidly changing due to rising incomes, the growing number of new businesses who use gifting to reward successful staff, and the rise in regional and national chain grocery stores, brands, and restaurants. ATOs keep lists of well-known distributors.
- Understand the basic Chinese regulations which govern your industry or investment. Chinese regulations are often vaguely worded and inconsistently enforced, particularly from port to port. Thus, do not assume the same rules apply to all imports and all ports equally. Your business partner or distributor is often the best resource to help you navigate the special circumstances of your product.
- Find your market niche and focus on it. China is huge. Prioritize the market opportunities, both geographically and by market segment. Be prepared to make repeat visits to the country as your sales begin to take hold.
- Adapt your products. Chinese consumers often have their own preferences including flavors, packaging, and labeling. Be prepared to adapt your products to Chinese demands.

- Invest in market promotion. The imported food market has fierce competition. Market campaigns are critical for new-to-market products and are usually costly. Don't put the whole burden on your distributors' shoulders, but show your support on market campaigns. A win-win situation can inspire your distributors to continue expanding into the market. Exporters are strongly advised to explore joint marketing opportunities with ATOs or with State and Regional Trade Groups: Food Export USA, SUSTA, and WUSATA. These events tend to be cost effective and draw more attention than stand-alone promotions. Please check out the following websites to learn more about SRTG generic and branded programs: [www.foodexport.org](http://www.foodexport.org), [www.wusata.org](http://www.wusata.org), [www.susta.org](http://www.susta.org).
  - Protect your brand. For U.S. manufacturers seeking to distribute their products in China, especially consumer retail goods, registering the trademark in the China Trade Mark Office (CTMO) as early as possible is highly recommended. This prevents infringement and builds long-term brand reputation. Here are some tips to understand trademark policy in China.
    - China implements a “first-to-file” policy for trademark registration. The first-to-file system, unlike the first-to-invent rule which the U.S. follows, grants patents or trademarks to those who file for them first, whether or not they are the inventors of the product. Therefore, it is essential for U.S. exporters to register trademarks in China before entering the market to diminish the risk of someone else registering for a trademark for your product. U.S exporters are also recommended to start the registration process as early as possible since it may take up to two years. The trademark will not be recognized or protected in China until the whole procedure is finished.
    - The most common infringement issue is misleading claims about a product's origin. For example, products produced in China are labeled or advertised to appear as though they come from the United States or other foreign countries. Highly recognized brands and unregistered trademarks are in most danger of counterfeiting trademarks. For more information about trademark infringement in China, please read GAIN report “China IPR Infringement Study- CH10016”.
    - The China Trade Mark Office (CTMO) is the official agent managing all trademark-related issues in China. The official website is <http://sbj.saic.gov.cn/> where U.S. exporters can find a database of current trademarks and trademark regulations and policies. All foreign applicants without residency or place of business in China need to start the application through designated agencies. For qualified trademark agencies, please refer to <http://www.saic.gov.cn/sbjEnglish/>. This list is only available in Chinese currently.
    - For more China trademark and Intellectual Property Rights information, please see the U.S. Embassy's [IPR Handbook](#).
4. **Export Information Guide:** China and the United States use vastly different legal, commercial, reporting, and enforcement systems for food, forestry and agricultural products. The language

barrier and lack of transparency can make acquiring and navigating the appropriate regulations and procedures difficult. To facilitate the acquisition of relevant information, we present below some effective methods and guidelines regarding below.

## **A. U.S. Resources on China's Regulation & Policy**

USDA provides updated information to help U.S. exporters understand trade regulation and policies related to major trade partners. Here are some places to look for relevant information:

- 1) In order to take full advantage of USDA's website, exporters are suggested to obtain a USDA eAuthentication account with at least level 1 access. Check this URL for registration information: <https://www.eauth.usda.gov/MainPages/eauthWhatIsAccount.aspx>
- 2) USDA's Foreign Agricultural Service (FAS) links U.S. agriculture to the world to enhance export opportunities and global food security. FAS has a strong presence in China and each office's American and locally staff can help identify problems, provide practical solutions, and work to advance opportunities for U.S exporters. At the URL <http://www.fas.usda.gov/about-fas>, click [FAS Overseas Office Directory](#) to locate the regional FAS office in your customer region.
- 3) USDA's Global Agriculture Information Network (GAIN) provides timely information on the agricultural economy, products, and issues in foreign countries. FAS China continuously collects information from the local market, industry, and governmental authorities regarding import regulations and policies. Using this information, FAS China generates and uploads reports into the GAIN system.

There are two ways to review GAIN reports:

- At the URL, <http://www.fas.usda.gov/regions/china>, in the Data & Analysis section, click a title to open an article. On the next page, the GAIN report hyperlink will be below the article summary. Using this method, exporters can see the latest published reports.
- At the URL, <http://gain.fas.usda.gov/Pages/Default.aspx>, click Search Reports, set your search to select "Country: China", "Custom Date", "All Posts" and "All Categories" and input key words such as "Annual", "FAIRS", "EXPORT". Using this method, exporters can search all reports in the database.
- Some must-read GAIN reports:
  - a) Read the "**FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards.**" This report lists major export certificates required by the Chinese government for imports of food and agricultural products.
  - b) Read the "**FAIRS Country Report - Food and Agricultural Import Regulations and Standards**" report. This report is an index of all agricultural product import regulations and standards.

- 4) FAS provides easy access to existing trade agreements and those undergoing negotiations. At the URL, <http://www.fas.usda.gov/topics>, click Trade Policy.
- 5) FAS alerts U.S. exporters to changes that could affect U.S. exports. At the URL, <http://www.fas.usda.gov/topics>, click Regulations and Requirements, then click “Online System”, and finish the registration process with your valid **USDA eAuthentication account**.
- 6) FAS/China publishes a monthly e-newsletter highlighting recent and upcoming activities and events. Sign up for it by sending an email to [atoshanghai@fas.usda.gov](mailto:atoshanghai@fas.usda.gov).
- 7) APHIS plays a vital role in ensuring that the millions of U.S. agricultural and food products shipped to markets abroad meet the importing countries' entry requirements. U.S exporters can find very detailed information about the standards required to export live animals, animal products, plants, and plant products to China.
  - At the URL, <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>, according to your exporting product, click “What are you EXPORTING from the United States?”
  - At the URL, <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>, click “Trade” to read news about the latest developments in market access building, including in China.
- 8) USDA FSIS also provides detailed guidelines on eligible and ineligible food products exporting to China at the URL, <http://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products/export-library-requirements-by-country/peoples-republic-of-china>
- 9) USDA FAS has translated some of the most important regulations and policies published by these entities. In the GAIN system, you can find these by searching “**FAIRS Subject Report**”. A list of such reports published in 2015 and 2016 is in the Appendix to this report.

### *Chinese Resources on Regulations*

China has strict documentation requirements for the majority of imported food and agricultural products regarding quality, quarantine, origin, and import control. Products may also need to meet other criteria such as packaging requirements, pre-clearance (if applicable), treatment options, labeling requirements, and container conditions. In most cases, Chinese importers can provide enough information for U.S exporters to assess trade feasibility. It is also important and helpful for U.S. exporters to know some general information about the most involved government bodies, which are China’s Ministry of Agriculture and the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China.

Chinese Ministry Websites:

- **China’s Ministry of Agriculture (MOA)** determines the standards and requirements for imported agricultural products. MOA issues the import permit which is the most important precondition for Chinese traders to start the importation procedure.
  - ✓ At the URL, <http://english.agri.gov.cn/>, U.S. exporters should browse the site’s general content and use the search engine to look for news and standards for the relevant products. Be aware that sometimes MOA does not publish the most up-to-date changes on regulations and policies on the English version of its website. U.S. exporters will be alerted to these changes by their partners in China and U.S. resources such as USDA, industrial associations, etc.
  
- **General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ)** is a ministerial-level department under the State Council of the People's Republic of China. AQSIQ is in charge of national quality, metrology, entry-exit commodity inspection, entry-exit health quarantine, entry-exit animal and plant quarantine, import-export food safety, certification and accreditation, standardization, and administrative law enforcement. AQSIQ is also responsible for inspection and supervision of all agricultural imports. Unfortunately, AQSIQ’s English website is not user-friendly and does not return as many results as the Chinese language website. Where possible, exporters should search for specific regulations on the Chinese website to find the most precise information. Two sections are highly valuable for U.S. exporters.
  - ✓ At the URL, <http://www.aqsiq.gov.cn/ywpd/>, click “Animal and plant quarantine and supervision (动植物检验检疫)”. In this section, U.S. exporters will find quarantine regulations for animals and animal products, plants and plants products, feed and feed additive products, and GMO products.
  - ✓ At the URL, <http://www.aqsiq.gov.cn/ywpd/>, click “Import and Export Food Safety Bureau (进出口食品安全局)” In this section, U.S. exporters will find registered importer list for food products including processed food product, nuts, dairy and meat. Exporters would also find respective quarantine regulation for those products.

**China’s National Certification and Accreditation Administration (CNCA)** is an institution directly under the AQSIQ; however, in practice it has a very separate mission. CNCA supervises and coordinates all certification and accreditation activities. Certification and accreditation work may include company and product registrations and cover either quality or safety criteria. CNCA is responsible for registration of foreign food producing facilities (AQSIQ Decree 145) that export products to China, and the administration of the compulsory product certification system and its implementation. CNCA’s website: <http://english.cnca.gov.cn/>

- **China Food and Drug Administration (CFDA)** is the food safety overseer in China; its responsibilities include:
  - ✓ Develops draft laws/regulations/ policies/plans for oversight of food, drugs, medical devices and cosmetics [Note: This role may change as China prepares an update to its Food Safety Law which may be adopted sometime in 2017.]
  - ✓ Recalls and disposes of problematic products;
  - ✓ Prevents regional food and drug safety risks caused by system defects;
  - ✓ Conducts food inspection, and investigates into severe law violations activities;
  - ✓ Establishes a unified food safety information publicity system, which discloses information regarding severe food safety issues
  - ✓ Responds/investigates into food and drug safety incidents; CFDA makes sure the investigation results are followed by rectification measures and/or punishment;
  - ✓ Guides local authorities' food and drug supervision/enforcement work;
  - ✓ Serves as the coordinator when several ministries are involved in food safety incident.
- **The Food Safety Commission Office (FSCO)** rests within the CFDA and serves as the coordinator when several ministries are involved in responding to food safety issues. However, the FSCO does not have enforcement authority.

**National Health and Family Planning Commission (NHFPC)** is responsible for food safety risk assessment and food safety standard development; it conducts food risk surveillances, and would notify the CFDA of risks detected after risk assessment. This includes setting the scientific safety standards, food identity standards, controlling the use of food additives and food-related products (disinfectants). NHFPC is also responsible, hygienic requirements for food production/operations, and testing regulations and methodologies for contaminants, mycotoxins, and pathogens. Once food safety standards are scientifically determined, NHFPC codifies them. NHFPC also conducts food risk surveillance and is responsible for notifying the CFDA of any detected risks. NHFPC's Website: <http://en.nhfpc.gov.cn/>

## **B. Procedures for Exporting to China**

The points outlined below provide specific information for handling agricultural trade and business with Chinese customers.

1. After receiving a trade request from Chinese importers, make sure that you can export that type of product and that your local customer can import it legitimately.
2. Check online to see if this product is already traded between the two countries and learn as much as possible about the current trade situation.
3. If it is the first time for a specific agricultural product exported to China, the U.S. exporter must go through USDA to finish the "First time exporting ag products to China" application. It is a

long process involving back and forth negotiation.

[http://dzwjyjgs.aqsiq.gov.cn/zwgk/slaq/jjsljtj/zrmd/201109/t20110922\\_198927.htm](http://dzwjyjgs.aqsiq.gov.cn/zwgk/slaq/jjsljtj/zrmd/201109/t20110922_198927.htm)

4. For many types of imported products, China implements registration policies requiring the importer, exporter, and sometimes even the processing facilities to register with the relevant Chinese authorities such as AQSIQ or MOA. Chinese importers can generally inform U.S. exporters whether or not the requested product requires registration. U.S. exporters must complete registration the first time they wish to export one of these products to China. There are many registration agencies available online to help exporters go through the whole process. Exporters can also consult with USDA FAS and industry associations.

China is promoting its own enterprise credibility system. U.S. exporters can use this system to gather basic official information about importers: <http://gsxt.saic.gov.cn/>.

Ask importers to provide the precise HS code in accordance with China Customs. These codes allow the exporter to locate the import tariff and prepare the necessary paperwork for customs, especially for quarantine inspection. Read about China's Customs Valuation Operation: <http://apps.fas.usda.gov/gainfiles/200812/146306714.pdf>,

5. If the Chinese importer cannot accept 100% TT payment, the most secure method of payment is partial TT payment as a deposit and a letter of credit confirmed by a U.S. bank for the rest.
6. When sending samples to China, be aware that some items such as animals, plants, wood, seeds, and soil cannot ship via international express services. Moreover, samples are subject to tariffs. If the total value of any package is claimed at over USD \$2,500, it will be likely investigated by China customs and the importer will have to pay the tariff eventually. Check with major forwarders in advance for feasibility and freight cost, which may vary considerably from forwarder to forwarder. U.S. exporters may be qualified for partial reimbursement for the cost of shipping samples to China. See paragraph 2 in Section C below, "More Supporting Resources", for more information.
7. Recognize that quarantine regulations may be interpreted differently between levels of government and from one port to another. Check with your local customer or in-country agent representative when preparing export documents. Be sure to complete all documentation thoroughly and accurately.
8. Send copies of documentation in advance especially for first-time shipments. This can assist your importer in getting timely release of your cargo from customs and clarifying matters with quarantine officials.

9. After the cargo arrives, be active with your customer and provide timely responses for any issues during the Customs and Quarantine inspection process. With the Bill of Lading number, the exporter can track customs clearing status:  
<http://service.customs.gov.cn/default.aspx?tabid=9405>.

### **C. More Supporting Resources**

- 1) There are many U.S industry associations, state agricultural offices, and international trading marketing companies in China now promoting U.S. agricultural products and providing market intelligence to U.S exporters. Most of them are listed in the Key Contacts section. For a complete list of USDA Cooperator Market Development Program Participants, please refer to <http://apps.fas.usda.gov/pcd/PartnersSearch.aspx>
- 2) USDA FAS provides many programs to help U.S. exporters explore the China market:
  - [Market Access Program \(MAP\)](#) - Through the MAP, FAS partners with U.S. agricultural trade associations, cooperatives, state and regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.
  - [Branded Program](#) - Under the Branded Program, eligible companies can be reimbursed up to 50% of their approved promotional expenditures in a foreign market including advertising and freight cost of samples. This program is generally administered by the four [State Regional Trade Groups \(SRTGs\)](#) with support from USDA FAS.
  - [Quality Samples Program \(QSP\)](#) - The QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for the U.S. product.
  - [Emerging Markets Program \(EMP\)](#) – The EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. The EMP supports exports of generic U.S. agricultural commodities and products, meaning projects that endorse or promote branded products or specific companies are not eligible.
  - For more information about each program, please refer to <http://www.fas.usda.gov/programs>.
- 3) Find the schedule of USDA recommended trade shows and Trade Missions at <http://www.fas.usda.gov/topics> , in the Exporting section. At these events, U.S. exporters have

opportunities to meet with many qualified Chinese importers and learn about the latest market developments.

- 4) Contact your logistics companies and customs clearance agents to collect information about quarantine inspection requirements, freight costs, port status, early warning, and other supporting information.
- 5) See the FAS GAIN system for the most recent reports on China's market structure and demand developments. These include a number of annual reports such as *Retail Foods*, *Food Service – Hotel Restaurant Institutional*, *Food Processing Ingredients*, and the *Food and Agricultural Import Regulations and Standards Report*. FAS ATOs also publish periodic special reports on new market trends, translations of new entry requirements or specialized regional reports.
- 6) U.S. ATOs can also recommend a number of free industry newsletters, online news feeds, and social media accounts for you to receive instantaneous updates specific to your product.

### **III. Best High-Value Product Prospects**

Multiply the marketability of your product by highlighting both its flavor and freshness for direct consumption and stability and color for use in other foods.

#### Products Present in the Market, Which Have Good Sales Potential

- ✓ Peanuts
- ✓ Lobster
- ✓ Salmon
- ✓ Live seafood
- ✓ Crabs
- ✓ Prawns
- ✓ Pork
- ✓ Frozen vegetables (especially sweet corn)
- ✓ Hardwood logs
- ✓ Hardwood lumber
- ✓ Softwood lumber
- ✓ Peanuts
- ✓ Baby food
- ✓ Cheese and butter
- ✓ Breakfast cereals
- ✓ Frozen potato products
- ✓ Strawberries (China granted access to California strawberries in September of 2016.)
- ✓ Fresh fruit (oranges, apples, especially cherries)
- ✓ Premium ice cream
- ✓ Red Wine

- ✓ Beer

Products Not Present in Significant Quantities, Which Have Good Sales Potential

- ✓ Fresh Plums and pears
- ✓ Processed/dried fruit (blueberries, cranberries)
- ✓ Ready-to-cook and ready-to-eat foods
- ✓ Natural and organic foods (niche market)
- ✓ Functional foods
- ✓ Spirits

## V. Key Contacts & Further Information

The following tables provide information on key contacts in China.

**Table 1: United States Department of Agriculture in China**

Organization	Address	Telephone/Fax E-mail /URL
Foreign Agricultural Service, Office Of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3600 Fax: (86-10) 8531-3636 <a href="mailto:AgBeijing@fas.usda.gov">AgBeijing@fas.usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3950 Fax: (86-10) 8531-3974 <a href="mailto:ATOBeijing@fas.usda.gov">ATOBeijing@fas.usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Shanghai	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279-8622 Fax: (86-21) 6279-8336 <a href="mailto:ATOShanghai@fas.usda.gov">ATOShanghai@fas.usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Guangzhou	43 Hua Jiu Road, Zhujiang New Town, Tianhe District, Guangzhou, China, 510623	Tel: (86-20) 3814-5000 Fax: 3814-5310 <a href="mailto:ATOGuangzhou@fas.usda.gov">ATOGuangzhou@fas.usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Chengdu	Suite 1222, Western Tower No.19, 4th Section Renminnan Road, Chengdu, China, 610041	Tel: (86-28) 8526-8668 Fax: (86-28) 8526-8118 <a href="mailto:ATOChengdu@fas.usda.gov">ATOChengdu@fas.usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Shenyang	Suite 1903, North Media Building, No.167 Qingnian Street, Shenhe District, Shenyang, Liaoning China, 110014	Tel: (86-24) 2318-1380 2318- 1338 Fax: (86-24) 2318-1332 <a href="mailto:ATOShenyang@usda.gov">ATOShenyang@usda.gov</a> <a href="http://www.usdachina.com">www.usdachina.com</a>
Animal And Plant Health Inspection Service, Beijing (USDA/APHIS)	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3030; Fax: (86-10) 8531-3033 <a href="http://www.usdachina.com">www.usdachina.com</a>

**Table 2: U.S. State / City Representative Offices in China (by Location)**

State/Port/City, Location	Address	Telephone/Fax Email/URL
<b>BEIJING</b>		
State of Hawaii DBEDT, Beijing	616, Tower A, COFCO Plaza 8 Jianguomennei Ave., Beijing, China, 100005	Tel: (86-10) 6527-7530 Fax: (86-10) 6527-7531 <a href="mailto:gordon@optimy.co">gordon@optimy.co</a> <a href="mailto:flora@optimy.co">flora@optimy.co</a>
Indiana Economic Development Corporation, Greater China Office, Beijing	No.1111, Level 11,China World Office 1,No.1 Jianguomenwai Ave., Chaoyang District, Beijing, China, 100004	Tel: (86) 138-1002-8587 <a href="mailto:Michael.wang@starrcompanies.com">Michael.wang@starrcompanies.com</a>
Iowa Economic Development Authority, China Office, Beijing	Unit 1746, 17/F, Hyundai Motor Tower, No. 38 Xiaoyun Road, Chaoyang District, Beijing, China, 100027	Tel: (86-10) 6410-8430 Fax: (86-10) 6410-8581 <a href="mailto:john@repiowachina.com">john@repiowachina.com</a> <a href="mailto:wendy@repiowachina.com">wendy@repiowachina.com</a> <a href="http://www.iowalifechanging.com/business">www.iowalifechanging.com/business</a>
Commonwealth of Massachusetts China Office, Beijing	5/F, Tower B, No. 2 Zhonghuan South Road, Wangjing, Chaoyang District, Beijing, China 100102	Tel: (86-10) 8472-1382 Fax: (86-10) 8472-1210 <a href="mailto:danieliding@masschinaoffice.com.cn">danieliding@masschinaoffice.com.cn</a>
Tennessee China Development Center, Beijing	Suite 337, Building 7, No. 6 Xiaoliangmaqiao West Road, Chaoyang District, Beijing, China, 100125	Tel: (86-10) 6410-7318 (86) 135-8169-7716 Lydia (86) 134-2629-7882 Une Fax: (86-10) 6410-7318 <a href="mailto:info@tn-china.cn">info@tn-china.cn</a> <a href="http://www.tn-china.cn">www.tn-china.cn</a>
<b>SHANGHAI</b>		
Arkansas Economic Development Commission China Office	Suite 2661, New Town Mansion, No. 83 Loushanguan Road, Shanghai, China, 200336	Tel: (86-21) 3133-2661 Fax: (86-21) 3133-2686 <a href="mailto:liu@arkansasedc.com">liu@arkansasedc.com</a> <a href="http://www.arkansasedc.com">www.arkansasedc.com</a>
California China Office of Trade and Investment / Bay Area Council	Suite 905, No. 333 Songhu Road, Yangpu District, Shanghai, China, 200433	Tel: (86-21) 3518-3691 (86) 1582-103-0820 Jennifer (86) 135-2475-0067 Tony <a href="mailto:jzou@bayareacouncil.org">jzou@bayareacouncil.org</a> <a href="mailto:twang@cachinatrade.org">twang@cachinatrade.org</a> <a href="http://www.cachinatrade.org">www.cachinatrade.org</a> <a href="http://www.bayareacouncil.org">www.bayareacouncil.org</a>
Georgia Port Authority	Suite A2-A3, Floor 20th, Yangpu Commercial Building, 5 Anshan Road, Shanghai, China, 200092	Tel: (86-21) 5508-3967 (86) 1370-176-5868 Fax: (86-21) 5521-0877 <a href="mailto:cyou@gaports.com">cyou@gaports.com</a> <a href="http://www.gaports.com">www.gaports.com</a>

State of Idaho China Office	Room. 203, No. 35 Yongjia Road, Shanghai, China, 200020	Tel: (86-21) 6473-0881 Fax: (86-21) 3226-2978 <a href="mailto:taragu@idahochina.org">taragu@idahochina.org</a> <a href="http://www.idahochina.org">www.idahochina.org</a>
State of Illinois China Office	Suite 631 Shanghai Centre 1376 Nanjing West Road Shanghai, 200040, China, 200030	Tel: (86-21) 6279-7038 (86) 1391-635-3725 Fax: (86-21) 6279-7607 <a href="mailto:chinaoffice@ilchinaoffice.com">chinaoffice@ilchinaoffice.com</a>
Maryland Center China, Shanghai	Suite 801, Tomorrow Square 399 W. Nanjing Road, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 <a href="mailto:maywang@mccusa.org">maywang@mccusa.org</a> <a href="http://www.mccusa.org">www.mccusa.org</a>
Michigan China Center, Shanghai	Suite 801, Tomorrow Square, 399 W. Nanjing Road, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 <a href="mailto:juliezhang@mccusa.org">juliezhang@mccusa.org</a>
Minnesota China Center, Shanghai	Suite 801, Tomorrow Square, 399 W. Nanjing Road, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 <a href="mailto:mcc@mccusa.org">mcc@mccusa.org</a>
State of Mississippi and Georgia Dept of Economic Development	Suite 1003, Holiday Inn Office Tower, 233 Taicang Road, Shanghai, China, 200021	Tel: (86-21) 6867-1005 (86) 1381-755-5575 <a href="mailto:paul.swenson@thechinahand.com">paul.swenson@thechinahand.com</a> <a href="http://www.thechinahand.com">www.thechinahand.com</a>
State of Missouri Shanghai	Suite 301 - 303, Platinum Tower, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 5298-4668 ext. 236 (86) 186-1699-0520 <a href="mailto:eyang@apcoworldwide.com">eyang@apcoworldwide.com</a>
State of New Jersey	22nd Floor, Suite B, 1800 Zhongshan West Rd, Shanghai, China, 200235	Tel: (86-21) 6440-0990 18602104077 <a href="mailto:gao.yong@tractus-asia.com">gao.yong@tractus-asia.com</a>
State of New York	22nd Floor, Suite B, 1800 Zhongshan West Road, Shanghai, China, 200235	Tel: (86-21) 6440-0990 18602104077 <a href="mailto:gao.yong@tractus-asia.com">gao.yong@tractus-asia.com</a>
State of North Carolina China Office	Suite 6C, 6/F, 567 Weihai Road, Shanghai, China, 200040	Tel: (86-21) 6256-6024 (86) 189-1715-7463 Fax: (86-21) 6256-6024 <a href="mailto:rong@nc-asia.com">rong@nc-asia.com</a> ; <a href="http://www.nc-asia.com">www.nc-asia.com</a>
Oregon Greater China Office	Suite 1003, Holiday Inn Office Tower, 899 Dong	Tel: (86-21) 6867-1005 (86) 1381-755-5575

	Fang Road, Shanghai, China, 200122	<a href="mailto:paul.swenson@thechinahand.com">paul.swenson@thechinahand.com</a> <a href="http://www.thechinahand.com">www.thechinahand.com</a>
Virginia Economic Development Partnership China Office	Suite 3012, 3F, Silver Court Tower 85 Taoyuan Road, Huangpu District Shanghai, China, 200021	Tel: (86-21) 6157-7305 (86) 135-0171-8928 <a href="mailto:oqin@yesvirginia.org">oqin@yesvirginia.org</a> <a href="http://www.yesvirginia.org">www.yesvirginia.org</a>
Washington State Department of Agriculture	Room 2301, Building No. 5 588 Jiangzhou Road, Shanghai, China, 200025	Tel: (86-21) 5228-02659 Fax: (86-21) 6217-9038 <a href="mailto:ihaidong@163.net">ihaidong@163.net</a>
Greater Washington, DC, China Center	Suite 801, Tomorrow Square, 399 Nanjing Road West, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 <a href="mailto:dccc@dcenterchina.org">dccc@dcenterchina.org</a> <a href="http://www.dcenterchina.org">www.dcenterchina.org</a>
<b>CHONGQING</b>		
City of Sacramento Trade & Education Office	Floor 3, Waijingmao Building, 65 Jianxin North Road, Chongqing, China	Tel: (86-23) 6769-8833 (86) 139-2377-0073 <a href="mailto:ayung@cityofsacramento.org">ayung@cityofsacramento.org</a>

**Table 3: U.S Trade Association and Cooperator Groups in China**

Organization name	Address	Telephone/Fax/Email
<ul style="list-style-type: none"> <li>• Alaska Seafood Marketing Institute</li> <li>• American Pistachio Growers</li> <li>• California Prune Board</li> <li>• Food Export Association Of The Mid-west USA</li> <li>• Food Export North East USA</li> <li>• Southern United States Trade Association</li> <li>• Sunkist Growers</li> <li>• Western United States Agri-trade Association</li> </ul>	SMH: Shanghai Sheng Ming Industrial Co. Ltd; Room 2013-2014, 2 IFC 2, 8 Century Avenue, Putong, Shanghai, China, 200040	Tel: (86-21) 6888-9835 (86-21) 6888-9836 (86) 139-0184-6680 Robin Wang (86) 136-0187-3080 Roger Fax: (86-21) 5877-5839 <a href="mailto:Smh-shanghai@163.com">Smh-shanghai@163.com</a>
<ul style="list-style-type: none"> <li>• American Legend Cooperative</li> <li>• California Walnut Commission</li> <li>• National Association of State Department of Agriculture</li> <li>• Pet Food Institute</li> <li>• U.S. Apple Export Council</li> </ul>	Room 1507, Flat B, No.311 Siping Road, Shanghai, China, 200086	Tel: (86-21) 5515-5310 Fax: (86-21) 6521-6949 <a href="mailto:barbara@leesmarket.net.cn">barbara@leesmarket.net.cn</a>
<ul style="list-style-type: none"> <li>• Brewers Association</li> <li>• Food &amp; Agriculture Export Alliance</li> <li>• National Pecan Growers Council</li> <li>• Produce Marketing Association</li> <li>• U.S. Cranberry Marketing committee</li> </ul>	Room 1406, Block B, No. 311, Siping Road, Shanghai, China, 200081	Tel: (86-21) 6521-6751 (86) 133-3183-6502 Fax: (86-21) 6521 3459 <a href="mailto:info@mzmc.com.cn">info@mzmc.com.cn</a>
<ul style="list-style-type: none"> <li>• Ginseng Board of Wisconsin, Inc</li> <li>• Raisin Administrative Committee</li> <li>• US Dairy Export Council</li> <li>• US Potato Board</li> <li>• U.S. Rice Federation</li> </ul>	PR Consultants Ltd. Room 436, Shanghai Center, 1376 Nanjing Xi Lu, Shanghai, China, 200040	Tel: (86-21) 6319-0668 <a href="mailto:Prc@prcon.com">Prc@prcon.com</a> <a href="mailto:sh@prcon.com">sh@prcon.com</a> <a href="mailto:Danielc@prcon.com">Danielc@prcon.com</a>
<ul style="list-style-type: none"> <li>• California Cherry Advisory Board</li> <li>• Northwest Cherry Growers</li> <li>• Washington Apple Commission</li> </ul>	Rm.2301, Block 4, No. 588 Jiaozhou Road, Shanghai, China, 200040	Tel: (86-21) 5228-0659 (86-21) 5228-2891 <a href="mailto:Liyan1_@163.com">Liyan1_@163.com</a> <a href="mailto:Roger_apple@163.com">Roger_apple@163.com</a>
<ul style="list-style-type: none"> <li>• California Table Grape Commission</li> <li>• Pear Bureau Northwest</li> </ul>	Room 1305, Guo Li Building, No. 1465 Beijing Rd. (West), Shanghai, China, 200040	Tel: (86-21) 6287-3713 (86) 155-0757-2961 Mr. Louis Ng Fax: (86-21)62473448 <a href="mailto:nwlhk@netvigator.com">nwlhk@netvigator.com</a> <a href="mailto:inash@sh163.net">inash@sh163.net</a>
Almond Board Of California	N/A	Tel: (86-21)6193 7595

		(1) 209-343-3250 Fax: (86-21)6193 7566 (1) 209-549-8267 <a href="mailto:Cecilia.miao@edelman.com">Cecilia.miao@edelman.com</a>
American Softwoods	Room 805, Wellington Garden, Tower 3, 183 Huahaixi road, Shanghai, China 200030	Tel: (86-21) 6448-4408 (86) 139-0187-9678 Mr. Xu Fang <a href="mailto:xu_fang@wg-consulting.net">xu_fang@wg-consulting.net</a>
American Hardwood Export Council	Rm.3703,Bldg., 1st, Great Grandway Center, No.1 Hong Qiao Rd., Shanghai, China, 200040	Tel: (86-21) 6270-2222x316 Fax: (86-21) 6270-5555 <a href="mailto:John.chan@ahec-china.org">John.chan@ahec-china.org</a> <a href="mailto:jenny.shen@ahec-china.org">jenny.shen@ahec-china.org</a>
American Wool Council	156 Tongji Xincun, Suite 401, Shanghai, China, 200081	Tel: (86-21) 6502-3824 (86) 136-0196-7796 <a href="mailto:kitty.shanghai@gmail.com">kitty.shanghai@gmail.com</a> <a href="mailto:kitty.shanghai@vip.163.com">kitty.shanghai@vip.163.com</a>
APA – The Engineered Wood Association	<i>Shanghai Office</i> Room 605, 333 South Suzhou Road, Huangpu District, Shanghai, China	Tel: 86-21-6329-2558 Fax: 86-21-6329-7375
	<i>Chongqing Office</i> B-22-3, Gangtian Building, No 192 Zhongshan 2nd Road, Yuzhong District, Chongqing City, China	Tel: 86-23-6321-4200 Fax: 86-23-6353-0958 Cell: 86-136-3792-5198 Mr. Mark Chen E-mail: <a href="mailto:chenxiaofeng@vip.163.com">chenxiaofeng@vip.163.com</a>
Blue Diamond Almonds	PO Box, No. 11747, General Post Office, Hong Kong	Tel: (852) 9091-4184 Fax: (852) 2661-7282 <a href="mailto:klui@klconsultants.com.hk">klui@klconsultants.com.hk</a>
California Wine Institute	Room 1303, Floor 10, Block A, Yan'an Road, Shanghai, China, 200235	Tel: (86-21) 5237-9820 Fax:(86-21) 5237-9821 <a href="mailto:Cberos@calchinawine.com">Cberos@calchinawine.com</a>
Cotton Council International	608 East Ocean Center, 24A Jianguomenwai Street, Beijing, China, 100004	Tel: (86-10) 6515-5990 Fax:(86-10) 6515-7049 <a href="mailto:yuanhy@yuanassociates.com.cn">yuanhy@yuanassociates.com.cn</a>
Cotton Incorporated	Unit 12, 46F Plaza 66, 1266 Nan Jing Road (W), Shanghai, China,	Tel: (86-21) 6288-0808 (86-21) 6288-1666 Fax: (86-21) 62886822 <a href="mailto:Jwang@cottoninc.com">Jwang@cottoninc.com</a>

	200040	
Hazelnut Growers of Oregon	N/A	Tel: (86) 186-0218-0915 (86) 180-1267-8915 <a href="mailto:Robert_c@foxmail.com">Robert_c@foxmail.com</a>
National Renderers Association, Inc	21/F, Causeway Bay Comm Bldg., 1-5 Suger Street, Causeway Bay, Hong Kong	Tel: (852) 2890-2529 (852) 9860-1007 (86) 138-0288-5352 Fax: (852) 2576-8045 <a href="mailto:li@nrahongkong.com.hk">li@nrahongkong.com.hk</a> <a href="mailto:nrahkg@nrahongkong.com.hk">nrahkg@nrahongkong.com.hk</a>
USA Poultry & Egg Export Council	Room419, Building A, Heqiao Mansion, No.8A Guanghua Road, Chaoyang District, Beijing, China, 100026	Tel: (86-10) 6581-1255 Fax: (86-10) 6581-2922 <a href="mailto:bjoffice@usapeec.org.cn">bjoffice@usapeec.org.cn</a>
U.S. Dry Pea And Lentil Council	No.1800 Zhongshan West Road, 22 Floor (A), Shanghai, China, 200235	Tel: (86-21) 6440-0990 Fax: (86-21) 6440-3173 <a href="mailto:lucy@tractus-asia.com">lucy@tractus-asia.com</a>
U.S. Grains Council	Room 901, China World Tower 2, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86) 10-6505-1314 Fax:(86) 10-6505-0236 <a href="mailto:grainsbj@grains.org.cn">grainsbj@grains.org.cn</a>
U.S. Highbush Blueberry Council	#810, Bldg.18, North Office Area of Ministry of Agriculture, Chaoyang District, Beijing, China, 100125	Tel: (86) 186-0113-1712 <a href="mailto:Julia@blueberrytech.org">Julia@blueberrytech.org</a> <a href="http://www.blueberrytech.org">www.blueberrytech.org</a>
U.S. Meat Export Federation	Room 1010, Central Plaza, No. 227 Huangpi Bei Lu, Huangpu District, Shanghai, China, 200003	Tel: (86-21) 6249-4640 (86) 186-0303-9038 Mr. Liang Ming Fax: ((86-21) 6375-8041 <a href="mailto:info@usmef.org">info@usmef.org</a> <a href="http://Shanghai@usmef.com">Shanghai@usmef.com</a> <a href="mailto:mliang@usmef.org">mliang@usmef.org</a>
U.S. Soybean Export Council	Room 1016, China World Office 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86) 10-6505-1830 Fax:(86) 10-6505-2201 <a href="mailto:china@ussec.org">china@ussec.org</a>
U.S. Wheat Associates	Room 903, China World Tower, No. 1 Jianguomenwai	Tel: (86) 10-6505-1278 Fax:(86) 10-6505-5138 <a href="mailto:infobeijing@uswheat.org">infobeijing@uswheat.org</a>

	Ave., Beijing, China, 100004	
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**Table 4: Chinese Government Ag Related Organizations**

<b>Organization name</b>	<b>Address</b>	<b>Telephone/Fax Email/URL</b>
Ministry of Agriculture (MOA)	11 Nongzhanguan Nanli, Chaoyang District Beijing, China, 100026	<a href="http://www.moa.gov.cn">http://www.moa.gov.cn</a>
General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ)	No. 9 Madiandonglu, Haidian District Beijing, China, 100088	<a href="http://www.aqsiq.gov.cn">http://www.aqsiq.gov.cn</a>
China Food and Drug Administration	26 Xuanwumen Xi Da Jie, Xicheng District Beijing, China, 100053	<a href="http://www.cfda.gov.cn">http://www.cfda.gov.cn</a>
China's National Certification and Accreditation Administration (CNCA)	9A Madian Street, Haidian District, Beijing, China, 100088	<a href="http://www.cnca.gov.cn/">http://www.cnca.gov.cn/</a>
National Health and Family Planning Commission (NHFPC)	14 Zhichun Road, Beijing, China, 100088	<a href="http://en.nhfpc.gov.cn/">http://en.nhfpc.gov.cn/</a>

**Table 5: Chinese Industry Associations**

<b>Organization name</b>	<b>Address</b>	<b>Telephone/Fax Email/URL</b>
China Food Industry Association	Pioneer Park 1133A, Haidian District, Beijing, China,100089	Tel: (86-10) 5702-6220 (86-755) 2580-7955 (86-755) 2501-0632 Fax: (86-10) 5702-6220 (86-755) 2565-2490 <a href="mailto:baking_zg@126.com">baking_zg@126.com</a> <a href="http://www.baking-zg.com">www.baking-zg.com</a>
Chinese Nutrition Society	Guang An Men Nei Street, Xicheng District, 6th Fenghua Haojing Block A, Unit 5, 16th Floor Beijing, China,100053	Tel: (86-10) 8355-4781 Fax: (86-10) 8355-4780 <a href="mailto:cns@cnsoc.org">cns@cnsoc.org</a>
China Condiment Industry Association	Fuxing Road, Haidian District, 47 Days Jian Business Building 605, Beijing, China,100036	Tel: (86-10) 5192-1726 Fax: (86-10) 5192-1087 (86-10) 5192-1960 <a href="mailto:bangongshi@chinacondiment.com.cn">bangongshi@chinacondiment.com.cn</a> <a href="http://www.chinacondiment.com">www.chinacondiment.com</a>
China Food Additives & Ingredients Association	Outward Avenue A 6 Wantong Center Room 1402 C Block, Beijing, China,100020	Tel: (86-10) 5979-5833 Fax: (86-10) 5907-1335 (86-10) 5907-1336
China Green Food Association	Haidian District, Institute of South 59, Beijing, China, 100081	Tel: (86-10) 6219-1431 Fax: (86-10) 6219-1431 <a href="http://www.greenfood.agri.cn">www.greenfood.agri.cn</a>
China National Food Industry Association	East Pacific the 5 <sup>th</sup> , Fengtai District, Beijing, China, 100073	Tel: (86-10) 6331-3711 <a href="http://www.cnfia.cn">www.cnfia.cn</a>
China Beverage Industry Association	East Third Ring Road, Chaoyang District, Tianyuan prop Harbour Centre , Block B, Room 1701/1702, Beijing, China,100027	Tel: (86-10) 8446-4668 Fax: (86-10) 8446-4236 <a href="mailto:zyx@chinabeverage.org">zyx@chinabeverage.org</a> <a href="http://www.chinabeverage.org">www.chinabeverage.org</a>
China Dairy Industry Association	Fu Wai Avenue B 22, Xicheng District, Beijing, China, 100073	Tel: (86-10) 6839-6513 Fax: (86-10) 6839-6665 <a href="mailto:ruzhipin@163.com">ruzhipin@163.com</a> <a href="http://www.cdia.org.cn">www.cdia.org.cn</a>
China Meat Association	Guang An Men Nei Street, No. 311 Xianglong Business Building, Room 615, Building 2, Fuxingmennei Avenue 45, Xicheng District, Beijing, China, 100073	Tel: (86-10) 5166-1768 (86-10) 6609-5157 Fax: (86-10) 5166-1769 <a href="http://www.info-cma.org">www.info-cma.org</a> <a href="http://www.chinameat.org">www.chinameat.org</a>
China Cotton Textile Association	Room 419, 12 East Chang An Avenue,	Tel: (86-10) 8522-9649 (86-10) 85229697

	Beijing, China, 100742	Fax: (86-10) 8522-9479 <a href="mailto:ccta_bgs@126.com">ccta_bgs@126.com</a> <a href="http://www.ccta.org.cn">www.ccta.org.cn</a>
China Organic Food Association	No. 2 Yuan Ming Yun West Road, Haidian District, Beijing, China, 100094	Tel: (86-10) 6623-1545 Fax: (86-10) 6623-1546 <a href="mailto:yjspxh@126.com">yjspxh@126.com</a> <a href="http://www.yjspxh.org">www.yjspxh.org</a>
China Vegetable Association	Zhongguancun South Street on the 12th Chinese Academy of Agricultural Sciences Hospital, Beijing, China, 100081	Tel: (86-10) 8210-5018 <a href="mailto:cva_clp@sina.com">cva_clp@sina.com</a> <a href="http://www.cva128.org">www.cva128.org</a>
China Chamber of Commerce of Foodstuffs and Native Produce	4 <sup>th</sup> floor, Tongzheng International Building, No. 80 Guang Qumeng Avenue, Dong Cheng District, Beijing	<a href="tel:(86-10)8710-9819">Tel: (86-10) 8710-9819</a> (86-10) 8710-9821 Fax: (86-10) 8710-9814 <a href="mailto:cfna2012@163.com">cfna2012@163.com</a> <a href="http://www.cccfna.org.cn">www.cccfna.org.cn</a>

## VI. Appendix

**1. Key Socio-Economic Indicators** (1 US\$ = 6.39 RMB as of November 1, 2015). Please note that as of December 30, 2016, China has not released data for 2015.

### *Population in China*

	2013	2014	Change (%)
Total	1,360,720	1,367,820	0.5%
Urban	731,110	749,160	2.4%

Source: China Statistical Yearbook 2015

### *Per Capita Income & Expenditures of Urban Households*

	2013 (RMB)	2014 (RMB)	Change (%)
<b>Per Capita Disposable Income of Urban Households</b>	<b>26,955.1</b>	<b>29,381.0</b>	<b>8.9%</b>
-Low Income Quintile (20%)	9,895.9	11,219.3	13.4%
-Low Middle Income Quintile (20%)	17,628.1	19,650.5	11.5%
-Middle Income Quintile (20%)	24,172.9	26,650.6	10.2%
-Middle High Income Quintile (20%)	32,613.8	35,631.2	9.3%
-High Income Quintile (20%)	57,762.1	61,615.0	6.7%
<b>Per Capita Expenditure of Urban Households</b>			
<b>Consumption Expenditure</b>	<b>18,487.5</b>	<b>19,968.1</b>	<b>8.0%</b>
-Food, Tobacco and Liquor	5,570.7	6,000.0	7.7%
<b>Cash Consumption Expenditure</b>	<b>14,453.0</b>	<b>16,690.6</b>	<b>15.5%</b>
-Food, Tobacco and Liquor	5,461.2	5,874.9	7.6%

Source: China Statistical Yearbook 2015

### *Per Capita Consumption of Major Foods of Urban Households*

	2013 (kg)	2014 (kg)	Change (%)
Grain (unprocessed)	121.3	117.2	-3.4%
-Cereal	110.6	106.5	-3.7%
-Tuber	1.9	2.0	5.3%
-Beans and Bean Products	8.8	8.6	-2.3%
Oil or Fat	11.2	11.2	0.0%
-Edible Vegetable Oil	10.8	10.8	0.0%
Vegetable and Mushroom	103.8	104.0	0.2%
-Fresh Vegetables	100.1	100.1	0.0%
Products of Meat	28.5	28.4	-0.4%
-Pork	20.4	20.8	2.0%
-Beef	2.2	2.2	0.0%
-Mutton	1.1	1.2	9.1%
Poultry	8.1	9.1	12.3%
Aquatic Products	14.0	14.4	2.9%
Eggs	9.4	9.8	4.3%
Milk and Dairy Products	17.1	18.1	5.8%
Dried and Fresh Melons and Fruits	51.1	52.9	3.5%
-Fresh Melons and Fruits	47.6	48.1	1.1%
-Nuts and Processed Products	3.4	3.7	8.8%
Sugar	1.3	1.3	0.0%

Source: China Statistical Yearbook 2015

*Consumer Price Indices by Category, 2014 (2013=100)*

	<b>National Indices</b>	<b>Urban Indices</b>
<b>Consumer Price Index</b>	<b>102.0</b>	<b>102.1</b>
<b>Food</b>	<b>103.1</b>	<b>103.3</b>
Grain	103.1	103.2
-Rice	101.2	101.1
-Flour	103.1	103.0
Starches and Tubers	102.2	102.1
Beans and Bean Products	104.0	103.8
Oil or Fat	95.1	94.9
Meat, Poultry & Processed Products	100.4	100.6
Eggs	110.4	110.4
Aquatic Products	104.4	104.5
Vegetables	99.2	99.2
-Fresh Vegetables	98.5	98.5
Flavoring	103.1	102.9
Carbohydrate	100.1	100.4
Tea and Beverages	101.8	101.7
-Tea	101.9	101.7
-Beverages	101.8	101.7
Dried and Fresh Melons and Fruits	114.1	114.1
-Fresh Fruits	118.0	118.2
Cake, Biscuits and Bread	101.9	101.9
Milk and Dairy Products	108.5	108.9
Dining Out	103.3	103.3
Other Foods	101.6	101.4

Source: China Statistical Yearbook 2015

## 2. Import Statistics

CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM UNITED STATES CY 2011 - 2015 AND YEAR-TO-DATE COMPARISON (IN THOUSANDS OF DOLLARS)								
IMPORTS MARKET: UNITED STATES								
PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		%
	2011	2012	2013	2014	2015	2015	2016	
BULK AGRICULTURAL TOTAL	16,538,223	21,129,673	18,207,278	19,961,498	16,489,902	13,612,937	12,470,530	-8.39
WHEAT	157,147	233,493	1,263,626	283,961	185,045	169,649	196,717	15.96
COARSE GRAINS	558,982	1,658,107	938,884	1,811,189	2,592,686	2,368,800	1,276,915	-46.09
RICE	0	7	0	176	0	0	0	n/a
SOYBEANS	12,660,201	15,374,305	13,332,639	16,326,440	12,460,696	9,849,123	10,211,475	3.68
OTHER OILSEEDS	49,735	35,287	22,211	13,222	14,846	13,761	4,258	-69.06
COTTON	2,980,723	3,697,948	2,444,357	1,266,735	989,527	969,151	424,371	-56.21
TOBACCO	118,281	117,332	171,325	223,148	196,055	196,055	179,477	-8.46
RUBBER & ALLIED GUMS	452	641	662	1,014	662	591	654	10.54
RAW COFFEE	21	27	123	314	115	56	10	-81.52
COCOA BEANS	0	0	0	0	0	0	0	n/a
TEA (INCL. HERB TEA)	831	800	278	304	386	348	426	22.43
RAW BEET & CANE SUGARS	70	88	77	96	21	19	31	67.01
PULSES	11,318	11,488	30,450	21,884	33,042	29,823	20,546	-31.11
PEANUTS	89	1	2,425	12,811	16,618	15,374	155,553	911.79
OTHER BULK COMMODITIES	372	149	220	205	203	189	97	-48.53
INTERMEDIATE AGRICULTURAL TOTAL	2,609,325	3,228,829	4,098,521	4,458,932	4,407,756	4,107,076	2,579,394	-37.2
WHEAT FLOUR	64	47	54	32	24	23	5	-77.88
SOYBEAN MEAL	732	719	0	31	0	0	0	n/a
SOYBEAN OIL	257,868	261,934	116,406	182,587	442	346	65,897	18,940.37
VEGETABLE OILS EXC SOYBEAN OIL	63,248	99,568	52,339	47,409	56,251	51,200	39,414	-23.02
FEEDS & FODDERS (EXC PET FOOD)	662,748	1,021,798	1,763,192	2,176,571	2,498,975	2,357,253	1,134,329	-51.88
LIVE ANIMALS	51,641	69,588	67,700	49,441	7,822	7,396	3,651	-50.64
HIDES & SKINS	1,146,808	1,294,088	1,572,562	1,508,589	1,317,510	1,219,652	866,782	-28.93
ANIMAL FATS	3,497	1,208	296	329	846	656	5,912	801.55
PLANTING SEEDS	71,195	93,842	89,863	107,824	115,305	98,887	60,148	-39.17
SUGAR/SWEETENER/BEVERAGE BASES	3,278	4,045	8,069	7,496	6,803	6,609	4,709	-28.75
ESSENTIAL OILS	106,217	112,709	130,187	123,904	130,864	120,110	109,967	-8.44
OTHER INTERMEDIATE PRODUCTS	242,028	269,283	297,853	254,720	272,914	244,945	288,580	17.81
CONSUMER-ORIENTED AGRICULTURAL TOTAL	2,853,963	3,067,672	3,158,002	2,977,141	2,472,655	2,173,067	2,944,485	35.5
SNACK FOODS (EXCLUD. NUTS)	19,053	23,616	26,926	33,377	42,561	36,236	37,848	4.45
BREAKFAST CEREALS/PANCAKE MIX	12,937	14,391	17,494	21,684	21,775	20,081	18,664	-7.05
RED MEATS,FRESH/CHILLED/FROZEN	1,232,918	1,068,661	759,097	760,787	481,628	449,241	1,252,786	178.87
RED MEATS, PREPARED/PRESERVED	4,355	4,748	4,546	1,589	1,278	1,278	44	-96.53
POULTRY MEAT	122,046	271,343	417,785	222,554	36,982	36,982	0	-100
DAIRY PRODUCTS (EXCL. CHEESE)	297,496	297,773	549,791	588,268	299,910	274,954	237,283	-13.7
CHEESE	28,528	38,808	43,005	55,644	53,413	47,941	37,292	-22.21
EGGS & PRODUCTS	1,662	862	1,211	1,422	2,462	1,555	321	-79.36
FRESH FRUIT	293,963	288,128	253,818	253,064	299,613	281,499	306,953	9.04
FRESH VEGETABLES	101	178	148	12	67	44	75	69.59
PROCESSED FRUIT & VEGETABLES	238,438	257,949	248,047	247,974	296,232	268,669	285,298	6.19
FRUIT & VEGETABLE JUICES	14,951	16,836	20,372	32,414	14,690	13,767	17,731	28.79
TREE NUTS	168,522	205,049	167,876	124,864	189,069	163,673	161,678	-1.22
WINE & BEER	61,233	76,377	88,126	82,952	65,840	58,625	57,184	-2.46
NURSERY PRODUCTS & CUT FLOWERS	4,703	4,550	4,803	6,204	7,333	7,093	4,813	-32.14
PET FOODS (DOG & CAT FOOD)	580	722	808	59	495	481	1,418	194.44
OTHER CONSUMER ORIENTED PRODUC	352,478	497,682	554,148	544,271	659,307	510,946	525,095	2.77
FOREST PRODUCTS AGRICULTURAL TOTAL	2,035,360	1,748,368	2,465,456	2,951,818	2,358,280	2,123,450	2,323,918	9.44
LOGS & CHIPS	1,032,075	740,629	1,253,701	1,365,767	833,093	750,561	923,942	23.1
HARDWOOD LUMBER	657,155	711,141	875,633	1,253,972	1,221,808	1,094,034	1,189,997	8.77
SOFTWOOD AND TREATED LUMBER	274,060	154,899	200,982	196,915	133,532	122,919	108,582	-11.66
PANEL PRODUCTS (INC. PLYWOOD)	31,368	31,981	29,615	24,489	15,424	14,663	14,343	-2.19

OTHER VALUE-ADDED WOOD PRODUCT	40,702	109,717	105,525	110,675	154,424	141,273	87,054	-38.38
FISH AND SEAFOOD PRODUCTS TOTAL	1,129,523	974,961	884,018	967,788	866,619	797,840	814,765	2.12
SALMON	279,616	24,051	6,144	14,893	12,554	11,494	24,129	109.93
SURIMI	0	0	0	0	0	0	0	n/a
CRUSTACEANS	90,320	190,400	230,606	251,385	230,930	208,009	256,252	23.19
GROUND FISH & FLAT FISH	416,513	370,483	319,776	361,241	282,985	259,194	265,917	2.59
MOLLUSCS	146,765	130,236	147,877	125,419	98,170	92,479	56,166	-39.27
OTHER FISHERY PRODUCTS	196,309	259,791	179,614	214,848	241,980	226,664	212,301	-6.34
AGRICULTURAL PRODUCT TOTAL	22,001,511	27,426,173	25,463,801	27,397,571	23,370,314	19,893,081	17,994,409	-9.54
AGRICULTURAL, FISH & FORESTRY TOTAL	25,166,395	30,149,502	28,813,274	31,317,177	26,595,213	22,814,371	21,133,092	-7.37

**CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM WORLD  
CY 2011 - 2015 AND YEAR-TO-DATE COMPARISON  
(IN THOUSANDS OF DOLLARS)**

IMPORTS MARKET: WORLD	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER			% CHA NGE
	PRODUCT	2011	2012	2013	2014	2015	COMPARISONS		
							2015	2016	
BULK AGRICULTURAL TOTAL	56,576,789	65,807,371	66,240,574	65,246,655	58,748,495	53,242,154	45,579,932	14.39	
WHEAT	417,912	1,101,467	1,865,841	962,546	886,433	830,611	753,555	-9.28	
COARSE GRAINS	1,205,736	2,518,052	2,129,393	3,974,228	6,984,229	6,610,326	3,091,662	53.23	
RICE	386,750	1,125,022	1,052,042	1,228,906	1,473,169	129,0185	1,386,727	7.48	
SOYBEANS	29,839,724	34,927,474	38,033,976	40,329,891	34,942,136	31,363,645	30,090,791	-4.06	
OTHER OILSEEDS	778,464	781,089	988,764	1,422,477	1,410,491	1,320,681	1,178,445	10.77	
COTTON	9,623,035	11,894,078	8,511,025	5,049,411	2,630,568	2,308,113	1,401,214	39.29	
TOBACCO	1,027,879	1,196,468	1,334,286	1,566,489	1,293,446	1,181,364	985,817	16.55	
RUBBER & ALLIED GUMS	9393,849	6823,467	6409,485	4971,091	3940,547	3568,881	2796,549	21.64	
RAW COFFEE	98,934	127,752	97,693	134,021	119,096	109,770	101,445	-7.58	
COCOA BEANS	120,832	86,736	113,337	106,408	91,533	84,591	85,985	1.65	
TEA (INCL. HERB TEA)	59,764	71,211	75,742	92,852	106,427	94,551	98,236	3.9	
RAW BEET & CANE SUGARS	1,679,693	2,024,127	1,869,158	1311821	1,458,598	1,313,285	868,681	33.85	
PULSES	398,024	582,000	681,784	426,871	458,280	410,370	388,121	-5.42	
PEANUTS	64,377	25,634	17,093	28,930	118,551	112,970	309,986	174.4	
OTHER BULK COMMODITIES	1,481,816	2,522,793	3,060,954	3,640,713	2,834,993	2,642,811	2,042,718	22.71	
INTERMEDIATE AGRICULTURAL TOTAL	22,254,039	24,487,992	24,072,891	23,133,816	21,813,275	19,980,175	16,499,376	17.42	
WHEAT FLOUR	5718	7193	14,660	15,978	15,160	13,067	12,698	-2.82	
SOYBEAN MEAL	95,975	21,252	14,038	17565	41681	39,984	11,483	71.28	
SOYBEAN OIL	1,324,302	2,275,811	1,275,355	1,092,192	645,685	632,963	421,929	33.34	
VEGETABLE OILS EXC SOYBEAN OIL	9,707,454	10,348,348	9,126,084	7,546,941	6,897,180	6,150,599	5,421,399	11.86	
FEEDS & FODDERS (EXC PET FOOD)	832,493	1,218,381	1,968,183	2,453,516	2,871,148	2,695,951	1,473,846	45.33	
LIVE ANIMALS	355,450	494,744	397,855	770,862	514,620	460,958	292,651	36.51	
HIDES & SKINS	3,260,182	3,649,571	4,387,052	4,271,813	4,000,026	3,740,569	2,806,804	24.96	
ANIMAL FATS	345,789	220,366	121,442	129,881	132,978	114,825	188,901	64.51	
PLANTING SEEDS	208,111	241,704	260,974	314,508	350,681	285,286	251,431	11.87	
SUGAR/SWEETENER/BEVERAGE BASES	319,068	291,224	278,590	280,265	433,752	392,226	290,540	25.93	
ESSENTIAL OILS	380,741	429,256	505,935	466,082	489,871	448,408	409,863	-8.6	
OTHER INTERMEDIATE PRODUCTS	5,418,757	5,290,140	5,722,722	5,774,212	5,420,493	5,005,339	4,917,830	-1.75	
CONSUMER-ORIENTED TOTAL	16,551,336	20,014,010	25,378,321	28,902,870	29,928,323	26,912,544	30,930,196	14.93	
SNACK FOODS (EXCLUD. NUTS)	428,955	536,235	709,379	905,064	1,078,338	931,494	850,125	-8.74	
BREAKFAST CEREALS/PANCAKE MIX	46,834	52,726	73,172	92,420	131,788	116,773	150,718	29.07	
RED	2,512,984	3,142,059	4,914,496	4,952,016	5,833,040	5,155,239	8,101,352	57.15	

MEATS,FRESH/CHILLED/FROZEN									
RED MEATS, PREPARED/PRESERVED	8,957	11,032	11,789	9,554	13,657	12,476	14,717	17.97	
POULTRY MEAT	872,003	955,563	1,005,352	878,194	930,105	828,621	1,177,078	42.05	
DAIRY PRODUCTS (EXCL. CHEESE)	2,748,577	3,322,426	5,341,291	6,512,927	3,221,035	2,961,686	2,996,813	1.19	
CHEESE	139,263	186,713	231,062	342,428	347,963	315,736	385,172	21.99	
EGGS & PRODUCTS	4,685	5,242	6,794	6,872	6,385	5,087	2,360	-53.6	
FRESH FRUIT	2,352,020	3,020,069	3,420,519	4,318,172	5,011,017	4,668,797	4,476,903	-4.11	
FRESH VEGETABLES	4,435	4,256	1,579	2,928	3,517	3,490	6,144	76.07	
PROCESSED FRUIT & VEGETABLES	2,049,472	2,523,404	2,582,676	2,936,710	3,116,948	2,878,787	2,255,210	21.66	
FRUIT & VEGETABLE JUICES	228,404	218,141	230,523	252,244	208,936	193,530	203,714	5.26	
TREE NUTS	441,610	509,478	409,854	588,503	757,193	676,448	582,251	13.93	
WINE & BEER	1,528,848	1,726,061	1,788,802	1,924,199	2,617,730	2,348,289	2,736,401	16.53	
NURSERY PRODUCTS & CUT FLOWERS	129,043	136,752	173,776	191,282	217,648	202,934	210,549	3.75	
PET FOODS (DOG & CAT FOOD)	12,087	10,233	9,230	8,973	15,919	13,979	22,656	62.08	
OTHER CONSUMER ORIENTED PRODUCT	3,043,157	3,653,618	4,468,026	4,980,384	6,417,103	5,599,179	6,758,032	20.7	
FOREST PRODUCTS TOTAL	15,910.08 3	15,132.10 9	18,959.42 5	22,970.94 4	18,921.15 3	17,286.248	17,949.15 7	3.83	
LOGS & CHIPS	8,665,189	7,892,761	10,086,006	12,496,083	9,192,717	8,406,037	8,585,195	2.13	
HARDWOOD LUMBER	3,385,675	3,350,553	3,991,564	5,042,618	4,654,761	4,242,040	4,410,049	3.96	
SOFTWOOD AND TREATED LUMBER	3,100,148	2,851,371	3,612,768	3,830,554	3,401,178	3,113,076	3,435,612	10.36	
PANEL PRODUCTS (INC. PLYWOOD)	466,987	465,209	473,401	567,417	532,881	484,241	545,356	12.62	
OTHER VALUE-ADDED WOOD PRODUCT	292,085	572,215	795,686	1,034,272	1,139,616	1,040,855	972,944	-6.52	
FISH AND SEAFOOD PRODUCTS									
AGRICULTURAL TOTAL	5,736,987	5,337,611	5,731,928	6,366,712	6,172,394	5,587,864	5,952,438	6.52	
SALMON	767,626	206,324	202,399	375,131	379,969	351,402	389,547	10.86	
SURIMI	0	0	0	0	0	0	0	n/a	
CRUSTACEANS	972,783	1,270,463	1,563,451	1,855,150	2,018,807	1,812,412	1,978,569	9.17	
GROUND FISH & FLAT FISH	1,925,603	1,870,436	1,843,161	1,893,154	1,647,742	1,514,032	1,472,650	-2.73	
MOLLUSCS	743,414	708,445	813,984	819,611	849,280	787,125	843,005	7.1	
OTHER FISHERY PRODUCTS	1,327,561	1,281,943	1,308,933	1,423,666	1,276,597	1,122,893	1,268,668	12.98	
AGRICULTURAL PRODUCT TOTAL	95,382.16 5	110,309.3 72	115,691.7 86	117,283.3 41	110,490.0 93	100,134,873	93,009,50 4	-7.12	
AGRICULTURAL, FISH & FORESTRY TOTAL	117,029.2 35	130,779.0 92	140,383.1 40	146,620.9 97	135,583.6 40	123,008,985	116,911,09 9	-4.96	

**CHINA IMPORTS OF Consumer Oriented Agric. Total  
CY 2011 - 2015 AND YEAR-TO-DATE COMPARISON  
(IN THOUSANDS OF DOLLARS)**

<b>PRODUCT IMPORTED: Consumer Oriented Agric. Total</b>										
	2015 RANK	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER			% CHANGE
		2011	2012	2013	2014	2015	2015	2016		
<b>LEADING REGIONAL MARKETS</b>										
ALL COUNTRIES	-	16,551,336	20,014,010	25,378,321	28,902,870	29,928,323	26,912,544	30,930,196	14.93	
WORLD EXCL. EU-25	1	12,911,831	15,358,565	19,480,529	22,124,695	21,763,646	19,620,434	21,589,142	10.03	
EUROPEAN UNION-25	2	3,639,506	4,655,445	5,897,792	6,778,175	8,164,678	7,292,111	9,341,054	28.1	
SOUTHEAST ASIA	3	3,980,976	4,752,617	5,376,308	6,059,218	6,542,744	6,025,273	5,389,469	-10.55	
OCEANIA/PACIFIC IS	4	2,988,038	3,833,554	6,538,279	7,606,728	5,577,271	5,025,228	5,356,871	6.6	
SOUTH AMERICA	5	1,718,735	1,969,761	2,319,647	2,940,642	3,909,298	3,477,639	4,594,459	32.11	
NORTH AMERICA	6	3,137,024	3,398,190	3,661,146	3,408,072	3,056,388	2,680,755	3,706,185	38.25	
CHINA & HONG KONG	7	129,902	141,354	153,570	219,874	276,429	253,389	301,210	18.87	
SUB-SAHARAN AFRICA	8	80,701	113,392	148,599	221,965	264,094	257,170	223,531	-13.08	
JAPAN	9	115,739	160,838	156,898	184,697	262,441	227,495	276,759	21.66	
FORMER USSR - 12	10	38,385	105,820	54,291	123,851	177,626	164,977	114,436	-30.64	
MIDDLE EAST	11	108,891	118,793	116,900	108,733	145,563	122,129	136,309	11.61	
OTHER EUROPE	12	77,972	74,817	102,775	138,971	145,438	128,456	169,233	31.74	
SOUTH ASIA	13	47,248	75,104	84,432	96,254	129,275	116,404	84,247	-27.63	
NORTH AFRICA	14	4,229	9,622	8,284	12,563	29,923	29,586	35,751	20.84	
CENTRAL AMERICA	15	11,184	21,017	18,428	31,922	23,129	21,074	12,236	-41.94	
<b>LEADING 35 COUNTRY MARKETS</b>										
NEW ZEALAND	1	2,188,938	2,832,114	4,592,960	5,579,922	3,324,670	3,078,249	3,250,046	5.58	
THAILAND	2	1,929,333	2,575,744	3,095,526	3,230,543	3,295,740	3,076,469	2,584,039	-16.01	
UNITED STATES	3	2,853,963	3,067,672	3,158,002	2,977,141	2,472,655	2,173,067	2,944,485	35.5	

AUSTRALIA	4	798,957	1,001,163	1,944,854	2,026,172	2,251,009	1,945,484	2,103,947	8.15
GERMANY	5	393,623	731,965	1,054,734	1,217,081	1,671,183	1,485,073	1,961,256	32.06
FRANCE	6	1,243,154	1,392,225	1,543,601	1,549,853	1,647,353	1,462,541	1,745,346	19.34
NETHERLANDS	7	543,409	686,856	857,840	1,043,699	1,539,222	1,385,225	1,734,578	25.22
VIETNAM	8	851,110	1,086,727	993,834	1,171,780	1,487,019	1,363,216	1,296,330	-4.91
CHILE	9	619,146	837,734	916,676	1,105,839	1,396,028	1,262,028	1,465,590	16.13
BRAZIL	10	805,814	749,847	624,801	675,797	1,123,276	940,238	1,918,647	104.06
DENMARK	11	507,833	558,896	687,657	712,930	711,875	632,767	949,733	50.09
SPAIN	12	258,279	340,370	393,585	496,417	660,223	584,804	971,784	66.17
PHILIPPINES	13	448,478	368,092	379,132	668,825	628,680	561,234	504,383	-10.13
IRELAND	14	114,078	202,047	267,094	458,515	573,805	523,831	676,021	29.05
URUGUAY	15	52,199	78,792	397,292	456,658	556,718	499,407	531,320	6.39
KOREA, SOUTH	16	191,185	242,624	327,766	433,439	535,374	482,816	556,361	15.23
TAIWAN	17	181,288	229,191	303,211	336,682	517,284	470,046	455,564	-3.08
CANADA	18	265,499	312,246	463,161	373,695	491,899	427,085	682,862	59.89
ITALY	19	253,308	282,616	332,198	401,434	487,158	430,764	395,306	-8.23
MALAYSIA	20	201,666	213,658	374,313	394,229	428,543	386,546	389,086	0.66
ARGENTINA	21	185,699	195,245	251,361	286,888	371,356	337,789	365,691	8.26
INDONESIA	22	161,815	187,156	171,577	265,650	330,829	292,712	306,327	4.65
SINGAPORE	23	379,152	304,573	333,701	278,711	322,052	301,740	235,010	-22.11
JAPAN	24	115,739	160,838	156,898	184,697	262,441	227,495	276,759	21.66
SOUTH AFRICA	25	74,451	103,379	134,082	209,167	245,853	239,463	214,380	-10.47
ECUADOR	26	6,209	32,330	22,138	190,612	229,139	217,891	133,475	-38.74
PERU	27	46,086	70,052	101,266	216,738	223,579	212,061	169,727	-19.96
UNITED KINGDOM	28	56,404	76,189	131,842	171,809	208,063	183,524	242,902	32.35
HONG KONG	29	103,604	110,111	113,334	153,909	197,208	183,910	182,438	-0.8
BELGIUM	30	63,848	93,421	126,836	164,589	175,119	156,914	201,904	28.67
POLAND	31	31,482	58,827	197,305	236,641	162,951	146,617	104,715	-28.58
SWITZERLAND	32	67,394	61,292	90,829	117,232	124,608	110,795	136,162	22.9
RUSSIA	33	9,739	65,794	10,983	57,229	112,818	106,340	57,089	-46.31
MEXICO	34	17,562	18,272	39,984	57,237	91,834	80,603	78,838	-2.19
AUSTRIA	35	36,737	48,509	65,722	81,997	79,931	73,572	74,940	1.86
REST OF WORLD	-	494,155	637,443	722,227	919,111	990,827	870,228	1,033,152	18.72

Source: Global Trade Atlas

### 3. 2016 FAIRS Subject Report (as of December 2016)

Fresh and Frozen Aquatic Animal Product |FAIRS Subject Report | Beijing | China - Peoples Republic of|3/22/2016

[Fresh and Frozen Aquatic Animal Product Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard - Beverages|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/22/2016

[National Food Safety Standard - Beverages Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard- Canned Food|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/22/2016

[National Food Safety Standard- Canned Food Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard-Egg and Egg Products|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/22/2016

[National Food Safety Standard-Egg and Egg Products Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard-Frozen Beverages and Its Materials |FAIRS Subject Report|Beijing|China - Peoples Republic of|3/22/2016

[National Food Safety Standard-Frozen Beverages and Its Materials Beijing China - Peoples Republic of 2-29-2016](#)

Concentrated Liquid Juice Plasm for Food Industry|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/21/2016

[Concentrated Liquid Juice Plasm for Food Industry Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard - Edible Animal Oils|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/21/2016

[National Food Safety Standard - Edible Animal Oils Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard - Jellies|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/21/2016

[National Food Safety Standard - Jellies Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard-Edible Oil Products|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/21/2016

[National Food Safety Standard-Edible Oil Products Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard-Edible Vegetable Oil Seeds|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/21/2016

[National Food Safety Standard-Edible Vegetable Oil Seeds Beijing China - Peoples Republic of 2-29-2016](#)

National Food Safety Standard-Processed aquatic products of animal O|FAIRS Subject Report FAIRS Subject

Report|Beijing|China - Peoples Republic of|3/21/2016

[National Food Safety Standard-Processed aquatic products of animal O Beijing China - Peoples Republic of 2-29-2016](#)

AQSIQ Revised Risk level and Inspection methods for Imports of Feed |FAIRS Subject Report|Beijing|China - Peoples Republic of|3/18/2016

On December 7, 2015, the Administration for Quality, Supervision, Inspection and Quarantine (AQSIQ) released Announcement No.144, 2015, on "The Revision of the Risk Level and the Inspection/Quarantine Supervision Methods for Import and Export of Feed and Feed Additives". The announcement adjusted risk levels and import supervision methods for certain types of animal feed and feed additives. AQSIQ Announcement No. 79 of 2009 shall be repealed simultaneously. Some requirements by this Announcem...  
[AQSIQ Revised Risk level and Inspection methods for Imports of Feed Beijing China - Peoples Republic of 3-15-2016](#)

[Multi-nutrient Supplementary Food for Pregnant and Lactating Women Beijing China - Peoples Republic of 2-29-2016](#)

Admin Measures of Inspection and Quarantine for Entry and Exit Grain|Sanitary/Phyosanitary/Food Safety|Beijing|China - Peoples Republic of|2/10/2016

This report contains an UNOFFICIAL translation of the Administrative Measures of Inspection and Quarantine for the Entry and Exit Grain issued by the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ). This regulation, also referred to as AQSIQ Decree 177, will come into force on July 1, 2016. A draft regulation was notified to the WTO as G/SPS/N/CHN/882 on August 5, 2015. Post published a GAIN report on the draft measures on August 3, 2015 (Draft Administrative M...  
[Admin Measures of Inspection and Quarantine for Entry and Exit Grain Beijing China - Peoples Republic of 2-5-2016](#)

FAIRS Export Certificate Report|Food and Agricultural Import Regulations and Standards - Certification|Beijing|China - Peoples Republic of|2/8/2016

This report lists major export certificates required by the Chinese government for imports of food and agricultural products. This year's major changes include the implementation of China's 2015 Food Safety Law, and slight revisions to the Catalogue of Products under Decree 145. In addition, beginning January 12, 2015, China banned the importation of all poultry and pet birds from the entire United States. Changes regarding certificate requirements remain minimal.  
[Food and Agricultural Import Regulations and Standards - Certification Beijing China - Peoples Republic of 1-7-2016](#)

China Announces Standards for Code of Hygienic Practice for the Live|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Code of Hygienic Practice for the Livestock and Poultry Slaughtering Enterprise, issued by the National Health and Family Planning Commission (NHFP), as SPS/N/CHN/1012. The deadline for submission of final comments to China is January 18, 2016. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov.cn. The following report contains an unofficial t...  
[China Announces Standards for Code of Hygienic Practice for the Live Beijing China - Peoples Republic of 1-11-2016](#)

China Announces Standards for Code of Hygienic Practice for the Stor|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Code of Hygienic Practice for the Storage, Distribution and Sale of Meat and Meat Products, issued by the National Health and Family Planning Commission (NHFP), as SPS/N/CHN/1011. This standard applies to the storage, distribution and sale of meat and meat products. The deadline for submission of final comments to China is January 18, 2016. The proposed date of entry is yet to be determined. Comments can be se...  
[China Announces Standards for Code of Hygienic Practice for the Stor Beijing China - Peoples Republic of 1-11-2016](#)

China announces standards for Food Contact |FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of China announces standards for Food Contact Plastic Materials and Articles, issued by the National Health and Family Planning Commission (NHFPC) as SPS/N/CHN/1017. This standard applies to all kinds of food contact plastic materials and articles. This standard also applies to food contact thermo plastic elastomer materials and articles. The deadline for submission of final comments to China is January 18, 2016. ...

[China announces standards for Food Contact Beijing China - Peoples Republic of 1-12-2016](#)

China announces standards for Food Contact Metal Materials |FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Food Contact Metal Materials and Articles, issued by the National Health and Family Planning Commission (NHFPC) as SPS/N/CHN/1014. This standard applies to metal materials and articles used for food contact and specifies the safety requirements of raw materials, organoleptic properties, hygienic indexes, test and labels of food contact materials and articles made from metals. The deadline for submission of fina...

[China announces standards for Food Contact Metal Materials Beijing China - Peoples Republic of 1-12-2016](#)

China announces standards for Fresh and Frozen Livestock and Poultry|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Fresh and Frozen Livestock and Poultry Products (an update of the GB 16869), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/878. This standard applies to fresh or frozen livestock and poultry products. The deadline for submission of final comments to China was July 21, 2015. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point ...

[China announces standards for Fresh and Frozen Livestock and Poultry Beijing China - Peoples Republic of 1-11-2016](#)

China announces standards for Pollen as WTO SPS Notification 1009|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Pollen (an update of the GB/T 30359), issued by the National Health and Family Planning Commission (NHFPC) as SPS/N/CHN/1009. This standard applies to granule/particle - like bee pollen and broken bee pollen collected by worker bees, artificially collected pine pollen and pollen products which use pollen as single raw material, made through selection, drying and sterilization. This standard does not apply to wa...

[China announces standards for Pollen as WTO SPS Notification 1009 Beijing China - Peoples Republic of 1-11-2016](#)

China announces standards for Reconstituted cereal products as WTO S|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Reconstituted cereal products (an update of the GB 19640), issued by the National Health and Family Planning Commission (NHFPC) as SPS/N/CHN/1008. This standard applies to foods made from cereals or other starchy substances as main raw material, with or without the addition of auxiliary material, processed through cooking and/or drying and dehydrating, then obtained after direct reconstitution or after reconsti...

[China announces standards for Reconstituted cereal products as WTO S Beijing China - Peoples Republic of 1-11-2016](#)

China announces standards for Resins for Food Contact Plastic Materi|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Resins for Food Contact Plastic Materials and Articles, issued by the National Health and Family Planning Commission (NHFPC) as SPS/N/CHN/1016. This standard applies to the resins or resin blends for the manufacture of food contact plastic materials and articles. This standard also applies to the resins or resin blends for the manufacture of thermo plastic elastomer materials and articles intended to contact wit...

[China announces standards for Resins for Food Contact Plastic Materi Beijing China - Peoples Republic of 1-12-2016](#)

China announces standards for Vegetable Protein for Food Industry as|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Vegetable Protein for Food Industry (an update of the GB/T 20371), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1010. This standard applies to vegetable protein products intended for food preparation and food industry, using plants as main raw material, prepared by various separation and extraction. This standard does not apply to single celled vegetable protein. The deadli...

[China announces standards for Vegetable Protein for Food Industry as Beijing China - Peoples Republic of 1-11-2016](#)

SPS 1007-Yeasts Used for Food Processing|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 19, 2015, China notified the WTO of the National Food Safety Standard of Yeasts Used for Food Processing (an update of the GB/T 20886), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1007. The deadline for submission of final comments to China is January 18, 2016. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov.cn. The following report contains an unofficial translation of this ...

[SPS 1007-Yeasts Used for Food Processing Beijing China - Peoples Republic of 12-31-2015](#)

SPS 1041-Natural Mineral Water|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/5/2016

On November 25, 2015, China notified the WTO of the National Food Safety Standard of Natural Mineral Water (an update of the GB 8537), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1041. The standard applies to all packaged natural mineral water offered for sale as food. It does not apply to natural mineral water sold or used for other purposes. It also does not apply to purified water and other types of drinking water. The deadline for submission of final co...

[SPS 1041-Natural Mineral Water Beijing China - Peoples Republic of 12-31-2015](#)